

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 489191 /		<u>Alt Order #</u> 06274775
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 08/14/12 - 08/20/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/14/12	08/17/12	Divorce Court/Divorce Court	M-F 12-1p		1:00			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-TWTF--				8	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	08/13/12-08/19/12	Divorce Court/Divorce Court	M-F 12-1p	-TuWThF----	1:00		\$300.00	NM		
		See MG 1.10										
	4	KVVU	08/13/12-08/19/12	Divorce Court/Divorce Court	M-F 12-1p	-TuWThF----	1:00		\$300.00	NM		
		See MG 1.11, 1.12										
	6	KVVU	08/13/12-08/19/12	Divorce Court/Divorce Court	M-F 12-1p	-TuWThF----	1:00		\$300.00	NM		
		See MG 1.9										
	8	KVVU	08/13/12-08/19/12	Divorce Court/Divorce Court	M-F 12-1p	-TuWThF----	1:00		\$300.00	NM		
		See MG 1.11, 1.12										
	9	KVVU	08/16/12-08/16/12	Divorce Court/Divorce Court	M-F 11a-12p	----Th-----	1:00		\$300.00	NM		
	Ⓜ	MG for 1.6 08/16										
	10	KVVU	08/16/12-08/16/12	Divorce Court/Divorce Court	M-F 11a-12p	----Th-----	1:00		\$300.00	NM		
	Ⓜ	MG for 1.3 08/16										
	11	KVVU	08/17/12-08/17/12	Divorce Court/Divorce Court	M-F 11a-12p	-----F-----	1:00		\$300.00	NM		
	Ⓜ	MG for 1.4, 1.8										
	12	KVVU	08/17/12-08/17/12	Divorce Court/Divorce Court	M-F 11a-12p	-----F-----	1:00		\$300.00	NM		
	Ⓜ	MG for 1.4, 1.8										
N 2	KVVU	08/20/12	08/20/12	Divorce Court/Divorce Court	M-F 12-1p		1:00			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	2-----				2	\$300.00			
N 3	KVVU	08/18/12	08/18/12	TMZ Weekend	Sa 7-8p		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$800.00			
Totals											11	\$3,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	11	\$3,800.00	\$3,230.00
Totals	11	\$3,800.00	\$3,230.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
489191 /	06274775

Contract Dates	Product	Estimate #
08/14/12 - 08/20/12	S BERKLEY FOR SENA	

Advertiser	Original Date / Revision
Berkley For Senate	08/13/12 / 08/13/12

Signature: _____ Date: _____

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FROM REP AUG13/12 13.00
CHANGES *** KVVU-TV ***

M1	OK'D	BUY#1	MISSED: TU-F/1200M-100A	AUG16 (4/WK)	60S	\$300.00	(AUG13/12)
			OFFER: TH-F/1100A-1200N	AUG16 (4/WK)	60S	\$300.00	PLS ADVISE.
			CMT: TP CHG DUE TO NFL PRE-SEASON GAME. PRE-BOOKED PLS APPROVE.				

REP HEADLINE# 6274775 TRF# 489191
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13.0
 CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AUG/12 \$3,800.00

CONTRACT TOTAL \$3,800.00
 TOTAL SPOTS 11

MARKET TOTALS \$31,666 KVVU 12% KSNV 49% KLAS 20% KTNV 15% KVMY 4% KVCW 0% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AUG13/12 11.1
*** KVVU-TV ***

CONTRACT TOTAL	\$3,800.00
TOTAL SPOTS	11

REP HEADLINE# 6274775
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG13/12 11.1
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS

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